

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934
Date of Report (Date of earliest event reported): March 6, 2024

BLUM HOLDINGS, INC.

(Exact name of registrant as specified in its charter)

Delaware (State or other jurisdiction of incorporation)	000-56626 (Commission File Number)	93-3735199 (IRS Employer Identification No.)
3242 S. Halladay St., Suite 202 Santa Ana, California (Address of principal executive offices)		92705 (Zip Code)

Registrant's telephone number, including area code: **(888) 909-5564**

Not Applicable

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Indicate by check mark whether the registrant is an emerging growth company as defined in in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by checkmark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

On March 6, 2024, Blum Holdings, Inc. (the "Company") issued a press release to announce a civil complaint filed by its subsidiary, Unrivald Brands, Inc., against Bernard Steimann, Daniel Troup, and Troup Construction. A copy of the press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

The information provided under this Item 7.01 of this Current Report on Form 8-K, including Exhibit 99.1 attached hereto, is being furnished and shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act except as shall be expressly set forth by specific reference in such filing.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

Exhibit	Description
99.1	Press Release, dated March 6, 2024
104	Cover Page Interactive Data File (embedded within the Inline XBRL Document).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BLUM HOLDINGS, INC.

Date: March 6, 2024

By: /s/ Sabas Carrillo
Sabas Carrillo
Chief Executive Officer

Blüm Subsidiary Unrivaled Files Suit Against Bernard Steimann, Dan Troup, and Troup Construction for Theft

SANTA ANA, Calif., March 6, 2024 (GLOBE NEWSWIRE) – Blüm Holdings, Inc. (OTCQB: BLMH) (“**Company**,” “**we**” or “**us**”), a cannabis company with operations throughout California, announced today that its subsidiary, Unrivaled Brands, Inc. (“Unrivaled”), filed a civil complaint against Bernard Steimann, Daniel Troup, and Troup Construction for civil theft, conversion, and declaratory relief arising from the alleged theft of Blüm’s signage at approximately 5:30 a.m. the morning of January 18th from the Blüm Santa Ana store. A police report, a copy of which was attached to the complaint, was filed on January 31st for “Grand Theft from Building \$950 or more.”

The complaint alleges that Steimann was upset that Blüm Santa Ana was recently rebranded to “Blüm” from “People’s,” a brand in which Steimann holds an interest, and conspired with Daniel Troup to steal commercial signs from the Blüm Santa Ana cannabis dispensary.

The complaint details Unrivaled’s reputational concerns about continuing to be associated with People’s California, LLC (“People’s California”) and its founders reading in part, “Unrivaled management has received inquiries questioning its association with the People’s brand. Unrivaled is aware that People’s California released a social media video depicting People’s California’s founder and majority owner, Bernard Steimann destroying a field of cannabis plants using a People’s-branded off-road truck. The actions depicted in the video were antithetical to Unrivaled’s outlook toward cannabis, and Unrivaled is informed and believed that the video was not well received in the cannabis community. While the video may have been looked down upon by some in the cannabis community, Unrivaled also became aware of public court filings alleging that Mr. Steimann had engaged in conduct that would be considered despicable in any community. Unrivaled determined that it cannot be associated with people who engage in, or are accused of engaging in, such conduct.”

CEO Sabas Carrillo stated, “Management had made the business decision to rebrand the retail location to ‘Blüm’ from ‘People’s’ in order to align the Company with a brand and image that represents our culture and values; from the way we conduct ourselves in business to the standards to which we hold ourselves in our personal affairs. We as an industry, as a company, as a team, and as individuals aspire to be better and “Blüm” has always stood for that in the cannabis industry. We feel it is important to distance ourselves from the People’s brand at this time.”

On Tuesday February 28th Blüm Santa Ana obtained a Temporary Restraining Order against New Patriot Holdings, Inc., (“New Patriot”) to stop New Patriot from interfering with Blüm Santa Ana’s parking. New Patriot is an affiliate entity of People’s California originally incorporated by Mr. Steimann and owned at least in part by Jay Yadon. Deron Colby of Janus Capital Law Group appeared on behalf of New Patriot in that matter. In other matters, Mr. Colby is counsel to Medalist Diversified REIT, Inc.

About Blüm Holdings

Blüm Holdings is a leader in the cannabis sector. Our commitment to quality, innovation, and customer service makes us a trusted name in the cannabis industry, dedicated to shaping its future. Blüm Holdings operates leading dispensaries throughout California as well as several leading company-owned brands including Korova, known for its high potency products across multiple product categories, including the legendary 1000 mg THC Black Bar.

For more info, please visit: <https://blumholdings.com>.

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